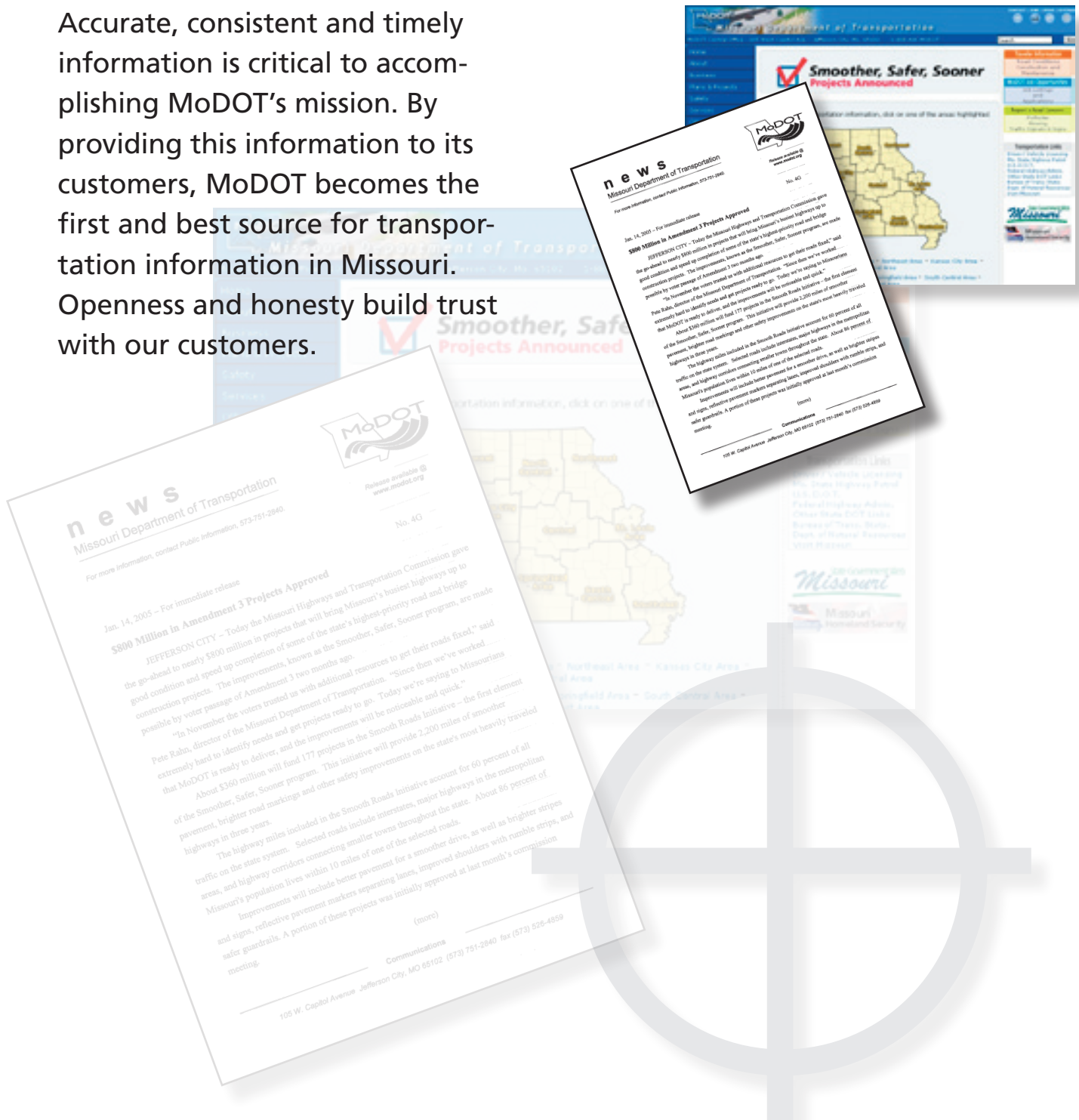


Accurate, Timely, Understandable and Proactive Transportation Information (Outbound)

*Tangible Result Driver – Jay Wunderlich,
Governmental Affairs Director*

Accurate, consistent and timely information is critical to accomplishing MoDOT's mission. By providing this information to its customers, MoDOT becomes the first and best source for transportation information in Missouri. Openness and honesty build trust with our customers.



Accurate, Timely, Understandable & Proactive Transportation Information (Outbound)

Number of public appearances

Results Driver: Jay Wunderlich, Governmental Affairs Director

Measurement Driver: DeAnne Bonnot, Public Information Coordinator

Purpose of the Measure:

This measure will track and encourage regular, personal contact with our customers.

Measurement and Data Collection:

District Public Information managers are collecting appearance information from their administrators and will send it to Central Office Public Information & Outreach where it will be combined with similar CO data from divisions and business offices to create a statewide report. Data collection began April 1, 2005 and results will be reported in the July 2005 Tracker.

**Measure is Under
Development**

Accurate, Timely, Understandable & Proactive Transportation Information (Outbound)

Percent of customers who feel MoDOT provides timely information

Results Driver: Jay Wunderlich, Governmental Affairs Director

Measurement Driver: DeAnne Bonnot, Public Information Coordinator

Purpose of the Measure:

This measure will track whether customers are comfortable with MoDOT's proactive efforts to provide information they need and use.

Measurement and Data Collection:

Data will be collected in conjunction with the Missouri Advance Planning initiative. Data collection will begin June 1, 2005 for reporting in the July 2005 Tracker.

**Measure is Under
Development**

Accurate, Timely, Understandable & Proactive Transportation Information (Outbound)

Percent of customers who feel MoDOT provides accurate information

Results Driver: Jay Wunderlich, Governmental Affairs Director

Measurement Driver: DeAnne Bonnot, Public Information Coordinator

Purpose of the Measure:

This measure will track whether adjustments need to be made in the content or delivery of information.

Measurement and Data Collection:

Data will be collected in conjunction with the Missouri Advance Planning initiative. Data collection will begin June 1, 2005 for reporting in the July 2005 Tracker.

**Measure is Under
Development**

Accurate, Timely, Understandable & Proactive Transportation Information (Outbound)

Percent of customers who feel MoDOT provides understandable information

Results Driver: Jay Wunderlich, Governmental Affairs Director

Measurement Driver: DeAnne Bonnot, Public Information Coordinator

Purpose of the Measure:

This measure will indicate if customers were able to comprehend MoDOT's many proactive, outbound communications.

Measurement and Data Collection:

Data will be collected in conjunction with the Missouri Advance Planning initiative. Data collection will begin June 1, 2005 for reporting in the July 2005 Tracker.

**Measure is Under
Development**

Accurate, Timely, Understandable & Proactive Transportation Information (Outbound)

Number of contacts initiated by MoDOT to media

Results Driver: Jay Wunderlich, Governmental Affairs Director

Measurement Driver: Jeff Briggs, Public Information Coordinator

Purpose of the Measure:

This measure will track how well MoDOT's staff is "reaching out" to reporters to tell them about the good work MoDOT does.

Measurement and Data Collection:

All contacts (news releases, e-mail, phone, correspondence, etc.) initiated by MoDOT staff will be included. Central Office Public Information will collect quarterly results, including submissions from districts. Data collection begins April 1, 2005, with results included in the July 2005 Tracker.

**Measure is Under
Development**

Accurate, Timely, Understandable & Proactive Transportation Information (Outbound)

Percent of MoDOT information that meets the media's expectations

Results Driver: Jay Wunderlich, Governmental Affairs Director

Measurement Driver: Jeff Briggs, Public Information Coordinator

Purpose of the Measure:

This measure will track how MoDOT is meeting the media's needs by providing appropriate information.

Measurement and Data Collection:

Public Information staff will determine media expectations criteria (timely, accurate, understandable, etc.) Staff will use these criteria to survey media representatives. Data collection begins June 1, 2005, with results included in the October 2005 Tracker.

**Measure is Under
Development**

Accurate, Timely, Understandable & Proactive Transportation Information (Outbound)

Percent of positive versus negative editorials

Results Driver: Jay Wunderlich, Governmental Affairs Director

Measurement Driver: Jeff Briggs, Public Information Coordinator

Purpose of the Measure:

This measure will track how MoDOT is being perceived by media, and by extension the public.

Measurement and Data Collection:

Using the newspaper clips database, Central Office Public Information staff will review statewide newspaper editorials and determine whether they're positive, neutral or negative. Results will be charted quarterly. Data collection begins April 1, 2005, with results included in the July 2005 Tracker.

**Measure is Under
Development**

Accurate, Timely, Understandable & Proactive Transportation Information (Outbound)

Number of repeat visitors to MoDOT's web site

Results Driver: James Wunderlich, Governmental Affairs Director

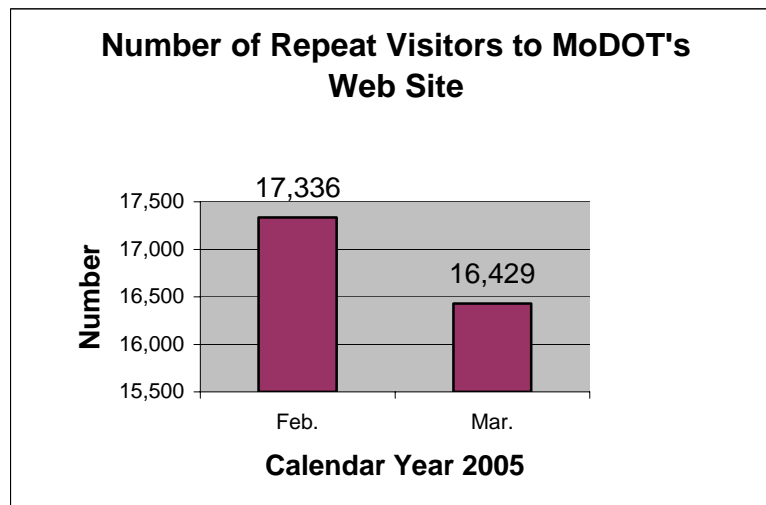
Measurement Driver: Matt Hiebert, Public Information Coordinator

Purpose of the Measure:

This measure tracks the number of customers who have used MoDOT's website. The data is invaluable for determining web site content and presentation. The data is used to restructure the site, delete pages that are never visited, add pages to areas that are lacking and in general make the site more useful to the public, contractors, media, legislators, employees and anyone else coming to *www.modot.org*.

Measurement and Data Collection:

Data is gathered using Web Trends software. Web Trends measures site activity and produces reports in graphic and tabular formats.



**Desired
Trend:**

